



Making a real difference – a healthy difference.

Many of you have told us how critical it is to reduce the obesity rates in your state, especially in low-income communities. We couldn't agree more. Obesity affects far too many of our most vulnerable children, teenagers, and parents, and leads to unhealthy futures.

So we're talking with underserved families in the communities where they live, work and gather with friends. And we're working with the community- and faith-based organizations that serve them.

Whether it's distributing *Sesame Street Food for Thought* Kits, inviting families to the farmers' market for free vegetables and healthy information, or helping local community-based organizations start our "Heart Smart Sisters" healthy living program, we're always looking for new ways to help people make healthy short-term changes that can become lifelong habits.

